

Torrance Herald
And The Lomita News
Published Every Thursday
Grover C. Whyte
Editor-Publisher
1336 El Prado, Phone 444
Torrance, Calif.

Entered as second class
mail January 30, 1914, at post-
office, Torrance, Calif., under
act of March 3, 1897.

Official Newspaper of
City of Torrance

Adjudicated a Legal Newspaper
By Superior Court, Los
Angeles County.

The Herald—3 months, 50 cents.

Start Early!
TOURNAMENT
OF ROSES
and
TENNESSEE vs. U. S. C.
FOOTBALL GAME
Pasadena
MONDAY, JANUARY 1

Travel to and from the Tournament
of Roses and Football Game without
trouble, parking difficulties
or fees, yet with complete comfort
and safety on the Pacific Electric
Railway and Motor Transit lines.

The Parade starts promptly at 9:15
a.m.—and the Football Game in the
Rose Bowl starts at 2:15 p.m. Make
Reservations and Start Early!

For information regarding train or
Motor Coach service and fares to Pas-
adena on Jan. 1st, consult local Pacific
Electric or Motor Transit Agent.

PACIFIC
ELECTRIC
Railway
H. O. MARLER
Passenger Traffic Manager

Christian Family
Topic for Lecture
Series at Church

A series of lectures on the
subject of the Christian family,
based on the first Christian
family of Jesus, Mary and Jos-
eph, will be given at the Catho-
lic Church of the Nativity from
Thursday, Jan. 4 to Sunday,
Jan. 7 each evening at 7:45 p.m.
Rev. Father Joseph V. Fitz-
gerald, in inviting all residents
to attend the series, points out
that the lectures are intended
for every American, whether
Catholic or non-Catholic.
"Our families must be Chris-
tian and what family can be
better initiated and copied than
the first Holy Family?" he
questions. "Many are working
steadily from without to implant
false and pagan doctrines whilst
we do nothing to build up from
within a true concept and ob-
ligation of a Christian democ-
racy and Christian home."

Want Border Avenue
Included In County's
Master Road Plan

With the addition of a re-
commendation that Border avenue
northwest to connect with Do-
miguez street and then west-
ly to connect with Crenshaw
boulevard be included in the
plan, the city council voted Tues-
day night to approve the Los
Angeles County Master plan of
highways in this area. The plan
embraces both major and sec-
ondary roads as being the first
to receive any future improve-
ment.

Paul Hippik of Torrance has
just been elected to Phi Gamma
Kappa, Woodbury College
honorary scholastic fraternity.
He is taking the Junior Account-
ancy course and was awarded
the bronze Phi Gamma Kappa
pin recently.

SHOP TALK



SANTA SHOOTS SHOP TALK!
With crime in his heart and a
vicious look in his optics, Mr. S.
Claus, alias St. Nickolas, swept
into Torrance along about the
first of this month and with
complete disregard for tradition,
habit or custom, shot Shop Talk
down like a dirty dog. Deader
than a mackerel was this pillar
these many weeks, an unwilling
victim of Christmas and the
press of much to do.
But like a canorous growth
that's hard to down, Shop Talk
pops back into print this week,
determined to stick out another
eleven months and maybe
twelve, Christmas 1940 permit-
ting.

No doubt both our readers will
be glad.
THINGS HAVE HAPPENED!
Many's the thing and nume-
rous was the news these past few
weeks. But Shop Talk, hog-tied
and weary, was unable to report
them. However, a few have been
saved. Those rescued were:

Both Les King at Roberts and
Bill Mullin at Ralph's did a
whoppin' big business in Christ-
mas Spirits over the Xmas holi-
days. Les, however, bogged down
in the stretch, couldn't take it,
had to retire to his bed with a
bad cold.

Frank Garbe at the new United
Cut Rate Drug went to town,
was really swamped. By Christ-
mas Eve, Frank's party new store
looked like the residue from a
Kansas twister. Day after Christ-
mas Frank came down, had the
wrong key, was forced to crow-
bar his way in the rear, yell for
a locksmith to open the front
door... which was done
after many customers had been
turned away with gifts that
wasn't to exchange. At least
that's one way to beat the Christ-
mas exchange business!

Elmer Murchison, Western
Auto's Mgr., had some of the
swankiest windows in town this
Christmas. They were swathed
in blue light, made Murch's Xmas
gift items really stand out.

The Bank of America's Dean
Sears reports several applications
for FHA loans on the neat little
model home which shone so bril-
liantly from the bank's windows.
If such had happened, Dean
"Get-More-Interest" Sears would
probably have made enough in
interest to pay for a house
twenty times its size! (If you're
readin' this, Dean, I'm only
kiddin'!).

Charlie Elen, with no help at
all from Richard "I'll-Have-Your-
Watch-Ready-Tomorrow" Brun-
swick, managed to throw together
two outstanding jewelry display
windows over at Howard's Jew-
elers... all of which helped
Prop. Alden Smith do a very
sweet Christmas business.

Lou Reese, manager of the
Grand Theatre, and as friendly
& likable a fellow as you'll ever
want to meet, handed out see-
gars several weeks ago when
his wife had a baby boy. Wives
having babies is not particularly
startling news but when Lou's
other boy, now about 19, is also
named Lewis Henry and the old
man himself goes by that same
handle. What confusion! What
chaos! Lewis Henrys all over
the place. Incidentally Lou
brings home L. H. The 3rd to-
day from the hospital where the
cheelid has been taking an incu-
bation treatment, the little feller
only weighing 5 lbs., 1 oz. at
birth.

J. C. Smith's secretary Mrs.
Adams again this Christmas
produced attractive windows in
the Torrance Investment Co. by
the clever use of miniature fig-
ures, houses, etc.

Old-timer Dave Turner, shoe
repairman, submits the following
chuckle:
When you get married and you
can't get along without a drink;
the following is suggested as a
means of freedom from the bon-
dage to bar-rooms.
Start a saloon in your own
home. Be the only customer.
You will have no licenses to pay.
Give your wife \$2 to buy a gal-
lon of whiskey; and remember
there are 69 drinks to the gal-
lon. Buy the drinks from no
one but your wife.

And by the time your gallon
is gone she will have \$8 to put
into the bank and \$2 to start

Church News

LUTHERAN CHURCH
Frank D. Meehling, pastor.
Acacia and Sonoma.
Sunday school, 9:30 a. m. Morn-
ing service 10:45 a. m. Topic:
"The Worth of a Man." Bible
hour and prayer service Wed-
nesday, 8 p. m.
Choir rehearsal Wednesday,
7:15 p. m. Ladies Missionary So-
ciety Thursday, 2 p. m.

BAPTIST CHURCH
Rev. C. Miles Northrup, pastor.
Carson and Martha.
Sunday school, 9:45 a. m. Ver-
non Children. Supt. Dr. H. C.
Mitts. Adult Dept. Supt. Morn-
ing service 10:50 a. m. Topic:
"Love Poured Out In The New
Year." Special music directed by
Mrs. Charles Severin.
Evening service, 7:30 p. m. Topic:
"Gladness In The New Year."
Chorus singing led by Don
Kelley. Young people's meeting,
6:30 p. m. Prayer meeting, Bible
study and praise testimony ser-
vice Wednesday, 7:30 p. m.
Community Watch Night ser-
vice from 9 to 12 o'clock Sun-
day night in the Methodist
church auditorium.

FIRST CHURCH OF CHRIST,
SCIENTIST
1208 El Prado.
Sunday morning services at
11. Sunday school, 9:30 Wed-
nesday evening meeting, 8 p. m.
Reading room in church edifice.

FIRST CHRISTIAN CHURCH
Rev. F. T. Porter, pastor. 1415
Engracia.
Sunday school, 9:30 a. m. Scott
Ludlow, Supt. Morning service
10:40 a. m. Topic: "The Old And
The New." Evening service 7 p.
m. Topic: "Christ, The Only
Hope."

Young people's meeting, 6 p.
m. Bible study and choir Wed-
nesday 8:00 p. m. Ladies Coun-
cil, Tuesday 11 a. m.

CATHOLIC CHURCH OF THE
NATIVITY
Engracia and Manuel avenues,
Rev. Fr. Joseph V. Fitzgerald,
pastor.
Masses Sunday 8 and 10 a. m.,
week days at 8 a. m. Devotions
Sunday and Wednesday, 7:45 p.
m. Instruction for children after
8 o'clock mass on Sunday. Adult
instructions Tuesday and Friday
at 7:30 p. m., at rectory, 1447
Engracia.

MEN'S BIBLE CLASS
Meets at 9:30 a. m. Sundays
in Boy Scout hall on El Prado.
Rev. Ben Lingenfelter, teacher.
All men welcome.

Purse Emptied of
Church Offering
In Theatre Here
Someone played a mean trick
on Mrs. Gertrude Cook of 2317
Torrance boulevard last Friday
night when her purse was open-
ed and emptied of all money
but a 25-cent piece while she
was attending a local theatre.
The money, she said, was to
have been a special offering to
orphans and old folks' homes
supported by the Christian
Church Brotherhood.

Should you live 10 years and
continue to buy booze from her,
and then die with snakes in your
boots, she will have enough
money to bury you, educate your
children, buy a house, and a
lot and marry a decent man—
and quit thinking about you en-
tirely.

Well, a Happy Earthquake to
You All!

Will You Be In
a New Home by
Next New Year?
1941 is only twelve months
away! Only twelve short
months in which to prepare
and build that home of your
own you've wanted so long.
It's surprisingly easy, you
know! Just drop in to the
Torrance Lumber Co. and
we'll be glad to explain how
it is done... even though
your income is not large!

If you do it soon, then by
next year you'll be saying,
as we are to you now, it IS
a very HAPPY NEW YEAR!

TORRANCE LUMBER CO.
1752 BORDER
Phone 61

OBITUARY

THOMAS QUAGGIN... father
of Fred Quaggin of 1609 Ama-
pola avenue, passed away early
yesterday morning at his home
in Glendale after a long illness.
He was 70 years of age, a native
of the Isle of Man in Great
Britain who came to Canada
when he was 21. Mr. Quaggin
was a valued employee of the
Western Fuel Company in Cana-
da for 37 years. He retired 12
years ago and came to the
United States.

The kindly old gentleman was
a man of sterling character who
had many friends in Canada and
in Glendale. He is survived by
his devoted wife, Maggie; a
daughter, Mrs. George Gruen-
thal of Tujunga, his son Fred
and four grandchildren.
The funeral service will be
held at 2 o'clock tomorrow (Fri-
day) afternoon at the Little
Church of the Flowers in For-
est Lawn. Rev. Thomas R.
Marshall, vicar of St. Andrew's
Episcopal church of this city,
will officiate and interment will
be at Forest Lawn.

Mr. and Mrs. George Folker
motored here from Van Nuys to
be the Christmas Eve guests of
Mr. and Mrs. N. H. Cucci. The
group also enjoyed a festive
Christmas breakfast with Mr.
and Mrs. Robert Ashley Mon-
day morning. Mrs. Folker is
Mrs. Cucci's sister.

We've Said It for Years and Years, But
It Never Gets Old—So We Say It Again—

HAPPY NEW YEAR

TORRANCE
PLUMBING CO.

GUARANTEED PLUMBING REPAIR SERVICE

Servel Electrolux Refrigerators
Andrews Fraser Floor
Wall Heaters Furnaces

Magic Chef Gas Ranges
General Water Heaters

MODERNIZE NOW WITH NEW PLUMBING ON FHA

F. L. PARKS OPPOSITE POST OFFICE
PHONE 60 1418 MARCELINA AVENUE

MONEY TO LOAN — Read The Herald's Classified Page

Safeway WISHES YOU A
PROSPEROUS
NEW YEAR
Illustration of a man in a suit holding a sign that says SAFEWAY.

BEVERAGES
BROWN DERBY
Pilsner Beer
Fine flavored brew that exports
vote equal to imported Pilsner.
4 11-OUNCE
BOTTLES 25c
32-ounce bottle 15c
Padre Beer 5c
Padre Beer 10c
Ginger Ale 10c
Lime Rickey 25c
Snowy Peak Ginger Ale 25c

DAIRYLAND CHEESE 22c
GRAPE JELLY KOPFER 25c
FANCY SUGAR PEAS 21c
OTHER BEVERAGES
FOR LUNCHES
Nob Hill Coffee 18c
Edwards Coffee 22c
Airway Coffee 13c
Green Tea 17c
Black Tea 27c
Grapefruit Juice 2c
Dole Pineapple Juice 2c

PRODUCE
AVOCADOS 9c
LETTUCE 2 for 9c
ONIONS 4 for 5c
ORANGES 2 for 25c
GRAPEFRUIT 4 for 5c

SAFeway GUARANTEED MEATS
STEAKS 29c
PORK ROAST 15c
HAMS 23c
FRYERS OR HENS 25c
Beef Roast 19c
Roth's Picnics 18c
Large Oysters doz. 25c

VALUES IN CANNED FOODS
R & R Plum Pudding 27c
Fruity Cocktail 10c
Sunny Dawn Tomato Juice 7c
Stokely Tomato Juice 10c
Del Maiz Niblets 10c
Country Home Cream 2c
Country Gentleman or Golden Bantam Types 2c
Asparagus Sacramento 2c
Van Camp Pork & Beans 13c
Green Lima Beans 21c
Cut Green Beans 10c
Sliced Beans Stokely Brand 2c
Stokely Corn 10c
Stokely Peas 15c
Van Camp Spaghetti 15c
Van Camp Tomato Soup 5c
Hormel's Spams 29c
Whole Clams Underwood's 12c
Pink Salmon Peter Pan Brand 13c

INFORMATION
PLEASE

TORRANCE WELCOMES
These New Residents This Week

F. PAREDES 2114 Torrance Boulevard No. 106
NORVEL VORHIS 808 1/2 Portola
LES GREER 2010 Arlington
B. M. WILKERSON 832B Sartori
A. L. HANSEN 930 Arlington No. 3
MRS. L. E. BROLLIAR 1341 El Prado
MRS. PAUL B. MORGAN 2375 Maricopa
TONY RODRIGUEZ 2713 Carson

APPLIANCES-ELECTRICAL WORK

Repairing, Wiring, Fixtures, Alterations. Call us for all kind
of Electrical Work and Supplies. Costs—Reasonable. Service—
Prompt. 1121 Marcelina.
TORRANCE ELECTRIC SHOP — PH. 567

BEAUTY SHOP Expert Work Ph. 333

The American Beauty Shop, now under the management of
Eula Thomas, offers the most expert beauty work. Miss
Thomas, with years of experience, specializes in Hair Styling,
not just ordinary beauty work. Telephone Torrance 333
today. Evenings by appointment. Rear entrance for your
convenience, 1511 Cabrillo Ave.

DAVID JACOBS-Plumber Ph. 1176

Visit our new location, 1324 Cabrillo, Torrance. It's com-
pletely new from front to back. Plumbing shop in rear; gas
ranges and gas heaters on display in front. We invite you
to visit our new store and call TORRANCE 1176 for
plumbing and heating service.

INSURANCE - AUTO - FIRE

Years of service to thousands of satisfied motorists and
home owners qualifies us to take care of all your Automobile
and Fire Insurance. Howard G. Locke, 1405 Marcelina
Phone 135-M.

MANICURES - WAVES Ph. 220-J

Betty's Beauty Shop, now operated by Betty Johnson, is
fully equipped to turn out as fine beauty work as is avail-
able anywhere! New fixtures, new machines and a thorough
knowledge of beauty work guarantees you satisfaction.
2205 Torrance Blvd. Permanent waves \$2.50, \$3.50, \$5.00.

MOVING-STORAGE Tel. 524-Jor53

Household goods and other merchandise shipped anywhere on
the Continent. Fleet of 8 trucks including large dustproof,
insulated, air-conditioned vans. Also expert packing and
storage in metal-lined vaults—all at reasonable prices. Ev-
erything insured whether in storage or en-route. 1617 Border
Avenue. M & M TRANSFER CO.

SHEET METAL - TEL. 350

We have a complete workshop capable of turning out the
finest in Commercial... Industrial... and Private Dwelling
Sheet Metal Work. Columbia-made sheets used exclusively.
Moderate prices! Robt. T. McCallum, 1418 Marcelina Ave.
TORRANCE SHEET METAL SHOP

SUITS - COATS - J. LEPKIN

J. LEPKIN, Merchant Tailor, is now showing the
newest and smartest in men's fall fabrics for suits and top
coats... either hand tailored or made-to-measure. Come
in! Let us fit you! 1320 Sartori.

SAFeway
YOUR NEIGHBORHOOD GROCER
Prices effective in Safeway-operated departments of all stores within thirty-five miles
of Los Angeles, through Saturday, December 30, 1939.